

CCPE Recognizes More Pharmaceutical Professionals

The Council for Continuing Pharmaceutical Education (CCPE) recognizes the achievements of its graduates in their Continuing Education

Talking with Marc Lalonde, CCPE General Manager



CCPE has created various awards to recognize the achievements of their graduates who, after having received accreditation, continue to pursue their education. These awards are:

- the Platinum Award,
- the Academic Achievement Award and
- the Professional Recognition Award. (Table 1).

The Platinum award, the most prestigious of those awarded, has been presented to 0.5% of CCPE graduates. This award is reserved for individuals who, over the years, have successfully completed 14 Continuing Education courses.

The Academic Achievement Award has




been received by 7% of CCPE graduates who have completed seven Continuing Education courses.

Our newest addition, the Professional Recognition Award, was created as a special way to recognize some of the 815 of our graduates who have completed five classes or more.

The Professional Recognition Award will now be awarded to accredited individuals who have completed four Continuing Education courses, of which one must be from the General Healthcare Information category and one from the Applied Skills category (Table 2).

The rationale for including some cat-

Table 1
CCPE Continuing Education awards, beginning January 2007

Platinum	Academic Achievement	Professional Recognition
		
Accreditation plus 14 CE courses • Two applied skills	Accreditation plus seven CE courses • One applied skills	Accreditation plus four CE courses • Two body systems and therapeutic area • One general healthcare information • One applied skills

CE:Continuing Education

Table 2
CCPE categories and courses available

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egory eligibility elements for this new award is twofold:

1. To encourage the development of more rounded pharmaceutical professionals who can acquire functional knowledge related to the entire healthcare system. This will hopefully allow patients to better relate to the healthcare professionals they call on
2. The acquisition of applied skills like Continuing Health Education and Evidence Based Medicine will help create a more credible and ethical pharmaceutical community.

Professional Recognition Award recipients will receive a wooden desktop plaque to recognize their commitment to their professional growth and competency maintenance. Their name will also mentioned in CCPE's own The Link publication.

We look forward to recognizing around 150 new recipients annually for the Professional Recognition Award. **CPM**

Announcement

Guy Lallemand appointed Vice-President, Therapeutic Areas, at Pfizer



Guy Lallemand, Pfizer Canada

Guy Lallemand, most recently Vice-President, Government and Stakeholder Relations, has been appointed Vice-President, Therapeutic Areas at Pfizer Canada, effective November 1, 2006.

Guy is the member of the Pfizer Canada Leadership Team (PCLT) with the longest service with Pfizer Canada, having joined the company in 1993 as Director of Sales Administration and Training. After holding a variety of Sales Director positions, in September 2000 Guy was appointed to the position of Vice-President, Sales. In this role, he successfully directed tremendous sales growth, while managing the Warner-Lambert and Pharmacia acquisitions. In May 2005, Guy was named Vice-President, Government and Public Affairs and subsequently Vice-President, Government and Stakeholder Relations. Guy has 25 years of varied experience in pharmaceutical sales, marketing and training positions.